



# Implementing Living Streets in North Saint Paul: A Participation Plan

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Prepared for North Saint Paul and PA 5253

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December 3, 2013

Paul Ammerman  
City of North St. Paul  
2400 Margaret Street  
North St. Paul, MN 55109-3020

Dear Mr. Ammerman;

The City of North St. Paul has a long and rich history and has evolved into a desirable community of diverse neighborhoods, recreational amenities, and attractive commercial centers. Well-designed city infrastructure plays a role in defining the character and livability of the community. Many streets in the city have now approached the end of their useful life and the necessity of replacing this infrastructure offers a unique opportunity to enhance the community in many ways. The Plan for replacement or resurfacing of streets over a 20-year period proposes a new approach to street design that addresses current issues and offers benefits that will enhance the appeal of the city.

The Living Streets Plan presents a new and more comprehensive approach to street design. A project such as this that involves a new approach to established patterns, so it must involve the entire community in the various stages of planning and implementation. HFBS Consulting is uniquely qualified to address the public planning process generally and this scope of project specifically. Our training includes advanced degrees in Urban and Regional Planning, Public Affairs, and Business. Our experiences range from strategic site planning, public engagement, watershed management planning, branding and marketing, and a complete streets implementation in a broad range of situations and locations.

HFBS Consulting has prepared the enclosed public outreach and participation process proposal for North St. Paul's Living Streets initiative that integrates with the City's planning process and goals for an interactive and diversified planning experience. We appreciate the opportunity to submit this proposal to collaborate with North St. Paul on this exciting project and look forward to working with you to achieve your goals.

Best regards,

HFBS Consulting

Bethany Brandt-Sargent,

Kelsey Fogt,

Laura Holey,

Jill Smith

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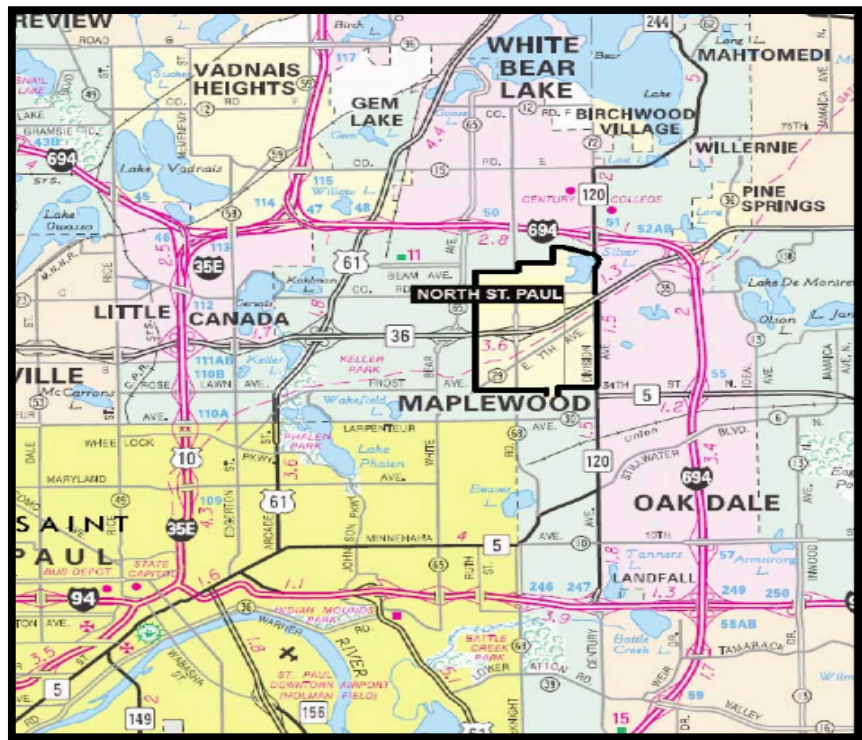
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## Introduction

The City of North Saint Paul is a Twin Cities suburb located in the northeast quadrant; it is centered north and south of State Highway 36 and lies east of White Bear Avenue and west of Division Street. The city was established in the mid-1800s, primarily through the influence of Henry Castle, a prominent businessman and developer; it was incorporated in 1888 after the North St. Paul Businessmen's Association brought in telephone and electric services, train service to St. Paul and developed a land use plan that included areas for parks. The city is now fully developed, but is preparing for redevelopment as current improvements in the city age or become functionally obsolete. This provides the city with an opportunity to improve both public and private improvements and enhance both the appeal and quality of life it offers.



Retrieved from City of North Saint Paul Comprehensive Plan

The City is now undertaking a major street improvement project over the next 20-year period as described in the City's Living Streets Plan. Its goal is to create a network of "living streets" throughout the city that would accomplish several objectives. Living street design can incorporate narrower streets, a wider range of transportation choices, safer streets, cleaner surface water

quality, and neighborhood beautification.

Previously, North Saint Paul attempted to implement Living Streets, but it was met with substantial resistance. Through this participation plan we have identified strategic techniques to create buy-in and pride to encourage successful implementation.

## Features of Living Streets

*Narrower Streets.* A range of customized Living Street designs can reduce the width of street pavement, especially in less heavily traveled residential side streets. This change reduces cost of construction by approximately 20%.

*Transportation Choices.* In addition to vehicle traffic, Living Street design also provides for biking lanes and sidewalks or trails. This encourages healthier transportation choices and provides direct linkages to amenities in the city, such as parks and the Gateway Trail.

*Safer Streets.* Narrower Living Streets produce a natural traffic calming

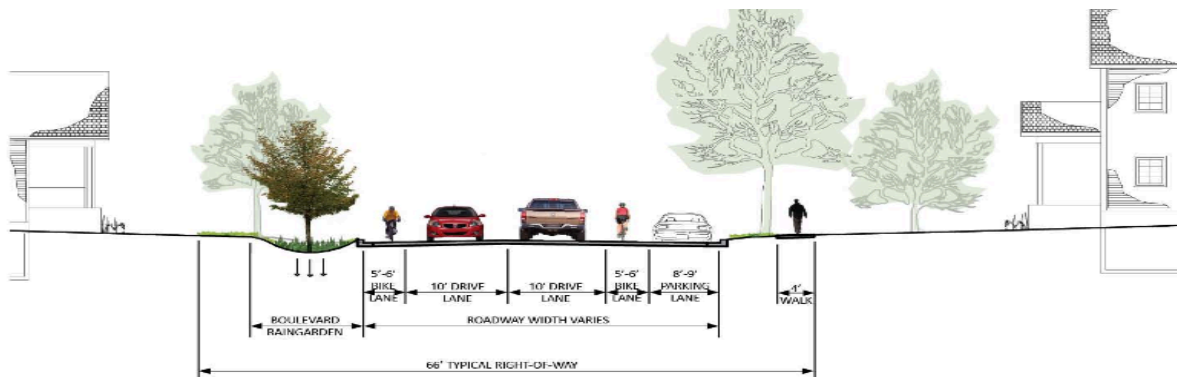
influence, causing motorists to drive slower. Separation of bikes and pedestrians from vehicular traffic on busier streets provides safer paths for all.

*Surface Water Quality.* Less pavement required for Living Streets increases the amount of vegetation and pervious surface available for infiltration of stormwater. Street design can also incorporate rain gardens to enhance natural filtration of stormwater runoff. The Ramsey-Washington Metro Stormwater District provides programs and funding to improve surface water quality and to meet State EPA standards.

*Neighborhood Beautification.* Reconstruction of existing streets into Living Streets creates an opportunity to enhance and expand

landscaping with additional green space, boulevard trees and rain gardens. Often these collective neighborhood outdoor activities bring a neighborhood closer together.

Adopting Living Streets design when replacing streets at the end of their useful life can lead to a healthier population and environment. Living Street design has flexibility in how it is implemented to allow for variations in types of streets (local, collector, arterial), terrain, existing adjacent uses, and neighborhood character. Since this project will affect residents throughout the city, their input into the design elements for each neighborhood will be critical to the project's ultimate success.



Retrieved from City of North Saint Paul Living Streets Manual

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## Statistics and Demographics

To better understand the best ways to engage all residents in the planning process, we must first look at the city and population demographics.

The City encompasses 2.89 square miles and had a population of 11,694 in 2012, which was a decrease of 2.0% from the 2000 population. Existing land uses in the city as of 2008 are shown in Table 1.

Over half of the city is dedicated to Residential, the predominant use. Just over 7 percent is in Commercial and Industrial use, which places a heavier property tax burden on residents. Public Park & Open Space occupies a total of 13.9 percent. A typical goal for open space is 10 percent and the city falls just short of this with the land allocation; bike lanes, sidewalks, and trails

associated with Living Streets will bolster the open space features and enhance appeal.

While North Saint Paul is not affluent, it generally maintains economic indicators approximately equivalent to the state average. Over 90 percent of residents over 25 years old have achieved a high school degree or greater, over 25 percent have a Bachelors degree or higher, and over 5 percent have achieved a graduate or professional degree. Median household income is \$52,876, slightly less than \$58,476 for the state, but persons per household are the same at 2.5. Homeownership rate is over 70 percent and the median value of an owner-occupied residence is \$203,700. The city population is fairly stable with 87 percent having lived in their residence over one year.

Land Use Type	Acres	Percent
Residential	992	51.3%
Commercial	72	3.7%
Industrial	66	3.5%
Public Park & Open Space	269	13.9%
Public & Semi-Public	119	6.2%
Vacant	30	1.6%
Streets	382	19.8%
TOTAL CITY	1930	100.0%

Table 1. Land Use Type by Acres and Percent

	2010	2010	2000	2000
Age Range	Count	Percent	Count	Percent
0 – 4 years	734	6.40%	777	6.51%
5 to 17 years	1873	16.34%	2358	19.77%
18 to 64 years	7350	64.14%	7398	62.02%
65 years and >	1503	13.12%	1396	11.70%

The population in the city is aging as shown in Table 2. The group between eighteen and sixty-four grew the fastest. The youth demographic groups declined from 2000 to 2010.

Table 2. Population by Age

The 2010 US Census revealed that the population is predominantly white, but there is growing diversity within the community. 12.7 percent of residents speak a language other than English. The City's objective is to make public awareness and participation in the Living Streets planning process as inclusive as possible. The growing level of diversity within the City in Table 3 will require outreach techniques that address these differences.

	2010	2010	2000	2000
Race	Count	Percent	Count	Percent
White	8743	76.29%	10796	90.50%
Hispanic/ Latino	557	4.86%	281	2.36%
Black/ African American	801	6.99%	313	2.62%
Hawaiian or Pacific Islander	11	0.10%	4	0.03%
Other	186	1.62%	102	0.86%
Mixed Race	328	2.86%	166	1.39%

Table 3. Population by Race



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## Goals

The City of North St. Paul has three primary goals for this participation plan and process to foster positive implementation of the Living Streets Plan:

*Environmental.* There are many environmental benefits to Living Streets. These include improving the quality and decreasing the quantity of speed of stormwater runoff, reduce impervious street surface area, elicit support for rain gardens, and enhance boulevard aesthetics with plantings and a tree canopy.

*Participatory.* The different participation techniques suggested focus on garnering participation of all identified stakeholder groups, build community capacity, and create community consensus among the implementation of Living Streets.

*Multi-Modal Transportation.* Living Streets provides the



Source: City of North Saint Paul Living Streets Manual

opportunity for alternative transportation modes, increased safety on the streets for all users, and creates opportunities for healthy and active living.

## Issues

While the participation process will be comprehensively and sensitively planned, issues may arise during the process. If potential issues are identified prior to implementing the project, we can be proactive.

*Community Awareness of Living Streets.* In 2010 North St. Paul first introduced the concept of Living Streets. Residents

did not react positively to this suggestion since it was a new way of visualizing streets and their extended function and they did not understand or embrace the benefits. This initial introduction does, however, provide insight into how Living Streets should be presented to the community.

*Public Response to Providing Input.* Public input will be sought from all stakeholder groups throughout the process, but it can be difficult to get people involved. Multiple methods of outreach and

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communication must be offered to capture people's attention and let them know their input is important to the success of the project and how it impacts them.

#### *Replication of Process.*

This project will be repeated on a semi-annual basis over the next twenty years in the various neighborhoods throughout the city. Each neighborhood has a measure of homogeneity, but each area also has unique characteristics and populations. Various outreach methods are more successful with different demographic groups and must be selected for the target audience. While general demographic information is available for the city, it will be important to fully understand the nature of residents in each area.

## **Response to the Requirements**

*Develop and implement a community engagement process.* We will develop

a comprehensive outline of steps and activities that will inform and engage the public throughout the process. This plan outline will include timing and resources that are consistent with city resources and processes. We will further work directly with the city to implement the activities and materials called for in the plan, monitor progress and report on results.

*Identify strategies to engage supportive residents.* A Technical Advisory Group (TAG) will be a key element for reaching out to and engaging community residents. TAG will consist of key stakeholders from a variety of interest groups; we will work with the City to identify these groups and the leaders within each group who support the Living Streets concept. These leaders will then form the foundation for eliciting others within their groups to become involved.

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## II. Participation Plan

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## Intent of Participation

The purpose of the Living Streets participation plan is multi-pronged: education, gathering feedback, creating buy-in, and developing community pride.

*Education.* The benefits of implementing Living Streets in North Saint Paul are evident to the City, but will need widespread community support to be fully implemented. An education campaign that is both citywide and neighborhood-centered can share the environmental, aesthetic, and financial benefits of implementing Living Streets plans within the community.

*Gathering Feedback.* Participation efforts will include techniques intended to gather resident feedback on how to get the most local benefit out of Living Streets implementation. Feedback will not be limited to

comments and concerns, but will drive design and implementation.

*Creating Buy-In.* By involving a representative group of North Saint Paul residents in the planning process, residents will feel invested in the process, creating a sense of “buy-in” in the Living Streets plans. This will help streamline the implementation of Living Streets.

*Developing Community Pride.* Through the process of understanding the benefits of Living Streets, helping to formulate plans by incorporating local knowledge, and feeling that the local qualities of the community are enhanced and created by Living Streets improvements, a sense of community identity and pride can be developed among residents.

## Identifying Participants and Stakeholders

Identifying participants and stakeholders is imperative to ensuring the participation engagement efforts are successful. Because implementing living streets across the entire city is a long process, contingent on available funding, identifying participants and stakeholders will have to closely follow the process. The Capital Improvement Plan (CIP) has identified the neighborhoods and timetable for road improvement projects through the next twenty years. Using the CIP we will be able to identify important participants and stakeholders that may include:

*Property owners.* Property owners will be subject to special assessments and be most reactive. It will be imperative to engage them in discussions so they can have a real impact on how living



streets are implemented on their street.

*Residents.* Residents will be the users of Living Streets. As such, they should be targeted as primary stakeholders to guide design and implementation throughout their neighborhoods.

*Businesses.* Businesses can be negatively impacted by the construction of living streets but the aesthetic and pedestrian improvements can have great returns.

*Neighborhood groups and other non-profits.* These groups provide an opportunity to bring people together based on their interests. Outreach can be tailored to these groups based on their interests.

## Project Participants

We will commission a Technical Advisory Group (TAG) that includes primary stakeholder representatives many organizations across North Saint Paul.

The TAG will be instrumental in further identifying important groups to bring to the table. They will aid in the development of implementation and participation, drumming up excitement, getting people to the events, and facilitating discussions at meetings. They will also be the formal review board for the process.

25 Member TAG
City Council
Planning Commission
Community Development Department
City Engineering
Living Streets Steering Committee
Business Owners
School District 662
Parks Board
Major Non-Profit Organizations
Ramsey-Washington Metro Watershed District
Neighborhood Leaders
Property Owners
Environmental Advisory Board
Economic Development Authority
Minority Group Leaders
Gateway Trail Commission
North Saint Paul Green Group
Senior Citizen Groups



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## Scales of Participation

This plan will be primarily used for neighborhoods but will act as a guide to implement living streets for the overall citywide project. The techniques used in this participation plan can be scaled up and down. The nature of living streets requires that outreach and engagement to be both at the neighborhood scale and citywide. We will propose techniques that are appropriate for all scales.

## Participation, Outreach, and Promotion

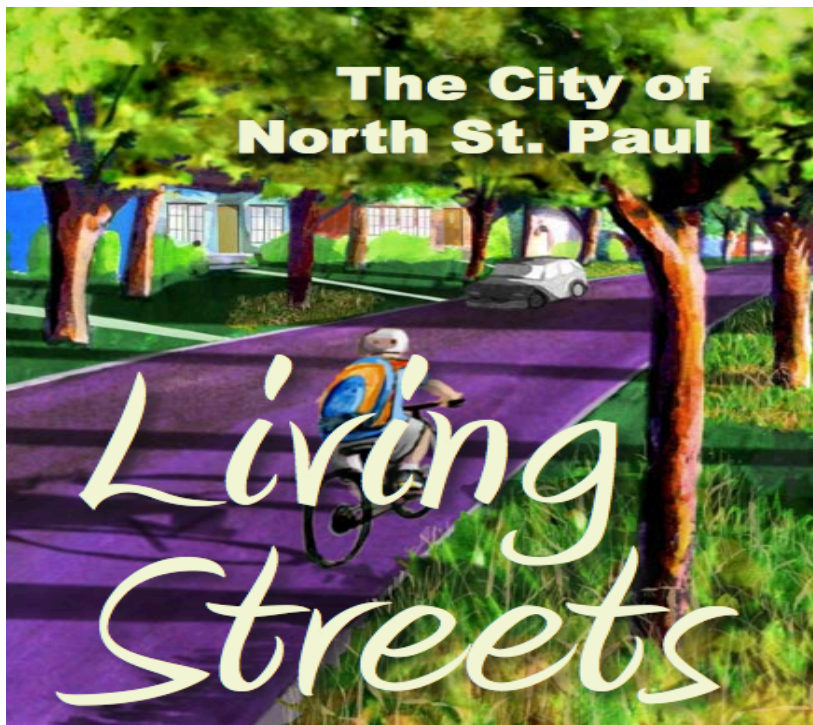
A variety of techniques will be employed to encourage the greatest levels of engagement and where appropriate be provided in multiple languages including Spanish.

*Branding.* The City of North Saint Paul has a great start to branding the Living Streets plan. We will continue to use those

colors, images, and details as the implementation progresses. This will ensure that people can recognize the project and distinguish it from other North Saint Paul initiatives.

*Open Houses.* Open houses will be held as the most traditional technique throughout the implementation. They should be held at a variety of locations, days, and times to encourage the most attendance. Open houses can be incorporated into other community events to provide entertainment for young children. The comments, questions, and concerns raised at the open houses, as well as the proper responses from officials, will be posted on the website and at City Hall and the Library for the general public to review.

*Surveys.* Knowing what concerns the community has about Living Streets can help the TAG address their needs. Two surveys will be administered in multiple languages both



Source: City of North Saint Paul Living Streets Manual

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online and hard copy. The first survey will be a type of visual preference that shows different streetscapes, rain gardens, and other features of Living Streets. The results of the survey will be posted online as well as at City Hall and the Library and will be used at Open Houses and Design Workshops. The second survey will ask questions about the participation process - what events, activities, and outreach strategies did residents like and feel worked. Good survey results will provide an opportunity to evaluate the issues and monitor and evaluate perceptions.

*Utility Bill Stuffers.* North Saint Paul has municipal utilities that are sent to almost all residents of the city. Attractively designed stuffers should be sent out to targeted neighborhoods advertising the opportunities available. It should also contain information about the

dedicated website, twitter handles, and contact information.

*Online Engagement Opportunities.* Online engagement opportunities provide a way for people to interact with the Living Streets implementation at their convenience around the clock. These opportunities should include:

- Website
- Facebook
- Twitter
- E-Mail Listserv
- Pinterest

A website can stream meetings in real time, allow postings by the community and quick responses by the planning to TAG team. Facebook and Twitter can be used to push reminders and advertising and real-time updates of the meeting and results. Listservs can be an advertising service and provide summaries of previous events. Pinterest, an online pin board, can pin images and can be used to share Living

Streets designs from other communities.

#### *Pop-Up Living*

*Streets.* Temporary "block party" events will demonstrate the benefits of Living Streets. These events could include mock rain gardens with information, demonstrations, family-friendly activities, and chalked and staked outlines of proposed designs.

*Design Workshops.* These design workshops would provide participants the opportunity to design their own street. Meeting facilitators would create groups and provide them with different building blocks of complete streets, the estimated costs of each building block, and a budget. After the designs are complete, they will be posted to the website, Facebook page, and Pinterest boards. A comment section will be opened so people can "like," share, or comment on the designs.

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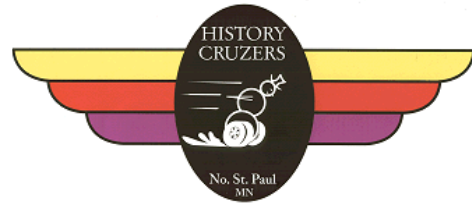
*Interactive Community Event Booth.* North Saint Paul has many community events like National Night Out, School Open Houses, the annual Car Show, and Highway 36 planning initiative that attract a variety of city residents. This presents a great opportunity for an interactive and educational booth. These booths would feature the branding for the project, informational pamphlets, and an additional opportunity to design the streets. A North Saint Paul street would be blown up and visitors to the booth would be given features of Living Streets stickers (bike lanes, sidewalks, rain gardens, curbs, etc.) to place onto the street. The results of the sticker placement will also be posted to the website, Facebook page, and Pinterest board.

*Kiosks.* Kiosks can be designed to offer educational opportunities for children and adults through hands-on, visual

and auditory devices. Children's kiosks will feature moving pieces or electronic touchscreens that demonstrate how changes to the street will allow for multi-modal use. Adult kiosks can employ video clips or auditory descriptions of Living Streets design concepts to offer explanations of the benefits of Living Streets improvements. Kiosks can be installed for special events, and made available outside of community events inside of libraries and community centers, giving ample opportunity to "play and learn."

*Flyers/Handouts/Mailings.* Information on past and future meetings, as well as the progress of the planning and implementation project will be communicated through paper flyers, handouts and mailings. Flyers can be posted on community bulletin boards, in schools, and at the planning

office. Handouts will be focused on quick



messages passed out to participants of local events, such as the North Saint Paul Car Show and National Night Out. Mailings will inform residents of upcoming meetings and will be sent to homes in upcoming project areas.

## Spreading the News

There are two major forums in which the information about meetings can be delivered: online forums and traditional methods. Internet based forums including using social media resources such as Facebook, Twitter, Pinterest, along with email listserv announcements, posting on the web page. All of these online methods permit tracking, so TAG and City Staff can

Suggested Partners for Information Transmission
16 Neighborhood Watch Groups
Law Enforcement Agencies
Civic Groups like the Lions, Rotary, Knights of Columbus, and Veterans of Foreign Wars
Downtown Business Association
PTA
Arts Council
Health Partners
Blue Cross Blue Shield of Minnesota
Active Living Ramsey County
Seniors at Southwood Nature Preserve
North Saint Paul Master Naturalists
North Saint Paul Greens

to share information and post updates and announcements onto their own webpages.

The project will also use traditional methods to deliver information. Legal notice ads will be posted in the community newspaper and on the public access television channel. Local and regional publications should be contacted to educate and inform the public on the plan through articles and letters to the editors. Utility bill

and flyers on community bulletin boards and gathering places. We also suggest sending out members of the TAG to community and groups like Rotary Club, Historical Society, or Garden Club to discuss the plan. Because North Saint Paul's residents are aging, these traditional methods will be important to focus on.

North Saint Paul is a diverse community and as such will require diverse strategies to spread the news. Every meeting should use online and traditional mediums to spread the news about engagement opportunities. Not every meeting will use all methods; outreach should be tailored to the demographics and interests of the neighborhood.

see how many people are viewing the postings. We also recommend developing relationships with many private and nonprofit partners throughout the design and implementation process. They will be able

stuffers, newsletters, and quarterly brochure are sent to all residents and can incorporate information about Living Streets. Traditional methods will also include posting announcements

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## Documentation of Participation Efforts

Members of the planning staff and TAG will be present at all of the engagement efforts to ensure that residents feel heard and valuable to the process. There should always be at least two people from the TAG at every meeting to facilitate, take notes, live tweet questions and concerns, document questions and comments, and take photos. This information will be posted onto the website and be made available at the community library and City Hall for people to review. At all opportunities, paper handouts will be provided to describe multiple ways to stay involved and the many forums for giving feedback.

## Ongoing Participation

Living Streets will work to develop relationships with its stakeholders to better support and promote the project. Continued involvement is crucial to sustaining community support and reaching long-term goals in a many-phased, section-by-section implementation approach. This sequential project provides the city an opportunity to evaluate the success of previous participation processes. Stakeholders will be involved according to their status as either primary or secondary, and activities, meetings, and information will be catered to the level of involvement necessary to maintain support from both groups.

## Participation Incentives

Living Streets will have direct impacts on the residents of North Saint Paul. However, this does

not mean that participation will be forthcoming. Residents concerned with the environment may be interested in Living Streets as a method of decreasing runoff and increasing water quality. Residents with financial concerns will be incentivized by the opportunity to decrease their special assessments and increase property values.

Other residents will be incentivized to participate in the project with the opportunity to create multi-modal accessibility - increased access to the Gateway Trail will provide North Saint Paul residents with greater opportunity for exercise and recreation, and encourage trail users from outside NSP to support the many local businesses in downtown North Saint Paul.

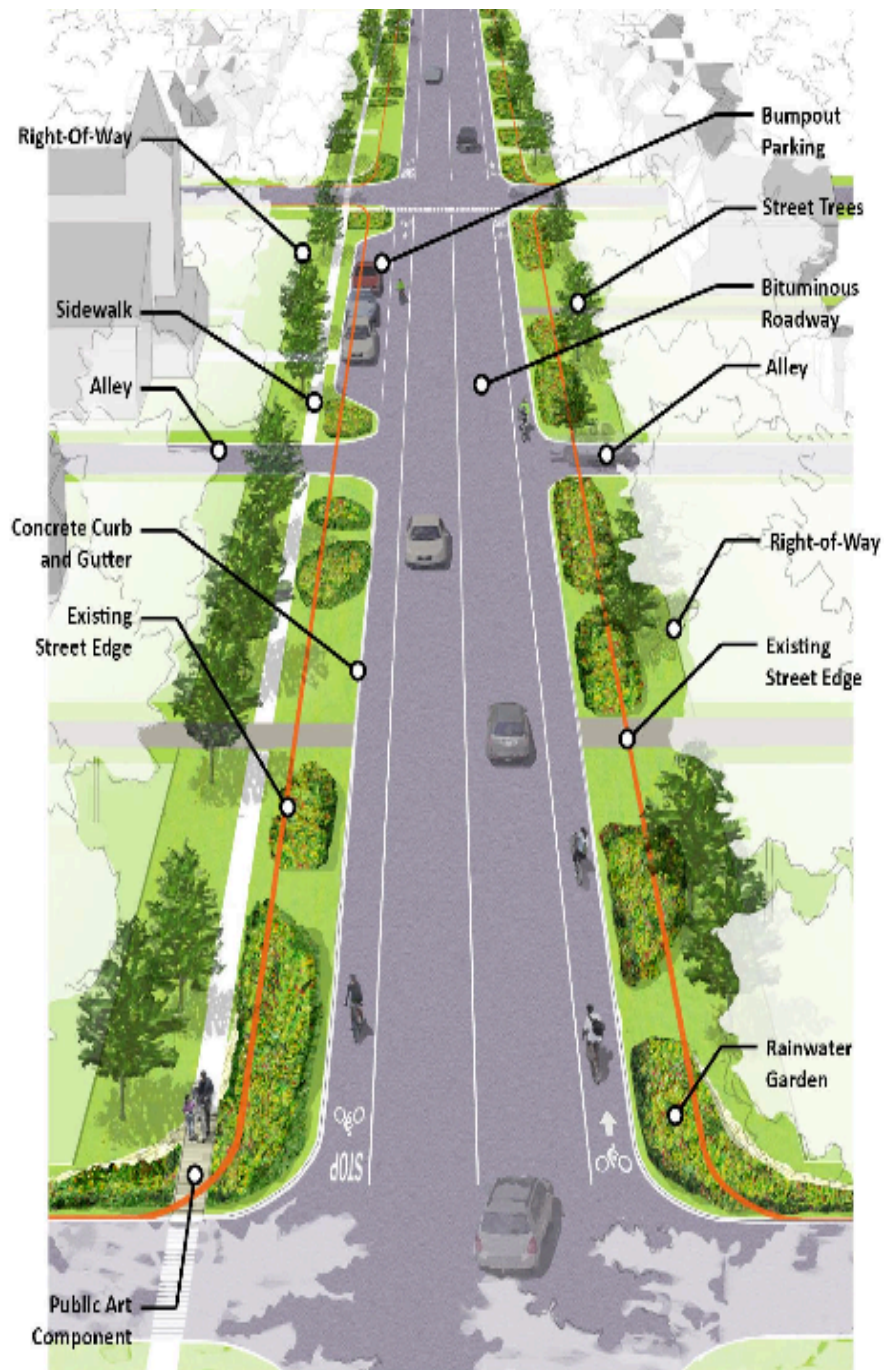
Frequent and continuous education of all the environmental, financial, and accessibility benefits of will be necessary to



encourage and ensure residents are active participants in the plan.

## Integrating Participation Outcomes into Living Streets Implementation

The techniques suggested for this plan were designed to provide active feedback and integration into the final designs. It will be important to understand what the community wants; this will be done through the survey, open houses, design workshops, and online forums. The planning and engineering department will be able to take the results of the participation efforts and use them to guide the design and implementation of Living Streets.



Source: City of North Saint Paul Living Streets Manual

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## III. Work Plan

## Key Tasks and Meetings

North Saint Paul Planners have already completed a series of open houses to raise awareness of the Living Streets Plan and timelines for implementation. This plan focuses on four phases for planning and participation at the city and neighborhood scope. The phases will be repeated with each new neighborhood. Please see the appendix for a more in-depth look at the proposed work flow and time table.

Key Meetings: Phase I
TAG Meeting 1. During this meeting goals and branding strategies will be established. The TAG team will identify additional primary and secondary stakeholders, proper locations for meetings, events, and advertisements, and the timeline for Living Streets Implementation.
Pop-Up Living Streets and Interactive Community Booths. North Saint Paul hosts a diverse set of summer events. These events present a great opportunity to demonstrate what Living Streets could look like through Pop-Up Living Streets. These should be brought to National Night Out events and the North Saint Paul Car Show.
Open Houses and Assessment Hearings. The Open Houses in Phase I will be primarily educational. They will showcase successful Living Streets implementation from around the region. The first assessment hearings will provide property owners an estimate of special assessments.

*Phase 1: A citywide educational campaign and preliminary neighborhood outreach.*

The first phase will be a series of educational and awareness techniques implemented at the citywide level along with the beginning of neighborhood level outreach. Planning activities at this phase will

include a feasibility analysis, preliminary design concepts, legally required public and assessment hearings, and an educational campaign.

During this phase, many of the engagement materials will be created. The TAG team will be brought together. All of the hard materials will be designed and printed including

flyers, handouts, and mailings. Additionally all the website will be created and accounts established on Facebook, Twitter, and Pinterest. Beyond the creation of the materials, the TAG team, along with the consulting team will begin initial engagement by holding meetings with primary and secondary stakeholders,



administering surveys, and pop-up Living Streets.

The Technical Advisory Group will be instrumental in all phases of Living Streets implementation. The TAG, with the assistance of the planning staff, will be tasked with creating a branding effort that includes an implementation and monitoring timeline, and other tasks as needed. All tasks in Phase I will be focused on educating and informing the residents of North Saint Paul regarding the Living Streets plans and its benefits.

#### *Phase II: Community Driven Design.*

The Phase II focus will be on design and consensus building for the impacted neighborhood. Upon favorable completion of the Feasibility Report in Phase I, the City will order the project to continue

Key Meetings: Phase II	
	TAG Meeting 2. This meeting will update the TAG on Phase I events and results and prepare them for upcoming Phase II events.
	Design Workshops. These workshops will be the first opportunity for the community to share what their Living Street looks like. The results of the design workshops will be posted online, at City Hall and the Library, and be showcased at the Neighborhood Open Houses.
	Neighborhood Open Houses. Held at appropriate times, different locations and streamed online, the neighborhood open houses in Phase II will allow for residents to react, comment, and share their thoughts and feelings on selected designs. These comments and thoughts will be compiled, responded to, and posted at the appropriate places.

and refine the design for Living Streets. This will be followed by opening bids and awarding the contract for construction. This phase will offer the best opportunity to incorporate community driven design. During Phase II, the consultants and TAG Team will create the Interactive Community Booths, a vigorous social media campaign, and design workshops.

#### *Phase III: Neighborhood Consensus Building and Construction.*

During Phase III outreach will continue and will be centered on consensus building for final design.. Surveys about the process and outcomes will be administered both online and on paper. Comments and feedback will be updated and made public. Promotion of the

Key Meetings: Phase III
TAG Meeting 3. This meeting will provide an opportunity to reflect on the process throughout the past year. Consolidated comments and feedback will be presented for review and the TAG team will suggest additional engagement tools and stakeholders.
Open Houses and Online Forums. As we anticipate a spike in community engagement, open houses and online forums will be a great place for people to voice their concerns and show that North Saint Paul is dedicated to true community engagement.

website and social media resources will function as a method of continued contact and capacity building for future plans. This Phase will be a great opportunity for planners and the TAG to demonstrate how participation outcomes have been utilized in the implementation of Living Streets.

With design work complete, construction will begin. It is expected that at this time complaints will increase as day-to-day life is hindered. It will be

imperative the TAG and planning staff are available to answer questions and respond to concerns in a timely manner. All correspondence and outreach activities will be well documented and posted at selected locations.

Key Meetings: Phase IV
TAG Meeting 4. Formal monitoring and evaluation will be completed for the Participation Plan. Any needed alterations will be made to the outreach strategies and techniques before the next neighborhood is selected.
Assessment Hearing. With the final bill received by North Saint Paul, official assessments will be assigned. North Saint Paul staff should be made available at the Assessment Hearing to receive comments and provide feedback.

#### *Phase IV: Final Implementation and Review.*

Phase four ends the process for the neighborhood under construction. This phase will be focused on construction, monitoring, and evaluating Living Streets implementation and outreach process. This phase will also include the final Assessment Hearing.

Monitoring and evaluating is an important last step. The Consultant team will compile comments, concerns, TAG experiences, and Phase III survey results into a review document and make the appropriate changes to the existing Participation Plan document.



## Information Provision Efforts

Two types of techniques for conveying information about the project will be used: Technical and Non-Technical. Technical tools will provide an opportunity for interactive learning on an individual level, while non-technical provisions will be friendlier to an older population that may not be comfortable navigating various internet-based tools.

### *Technical*

Technical provisions include a well-developed website with provision for expert testimony and research, social media campaigns, educational kiosks available for use at Pop-Up Street Events, and at community centers outside of street events. The website will be linked to the City of North Saint Paul's city site, local newspapers, and community bulletins. It will include the timeline of the project and process, along with dates of public

and stakeholder meetings, as well as information on how proposed improvements will both benefit the community and align with the city's Living Streets Plan. The website should also include graphics and/or video simulations of what typical Living Streets in North Saint Paul will look and feel like. A general issue overview will discuss the necessity of replacing drinking water pipelines and the potential for time and money savings for implementing Living Streets concurrently with pipeline improvements.

The website will serve as both a source of information and as a catalyst for community pride and identity. Social media campaigns will seek to further this identity and sense of pride through positive messaging. Social media can also be used to spread awareness of issues and upcoming meetings to foster a sense of inclusion.



MTA in the New York Metropolitan Area has staged the introduction of kiosks in the subway stations with some success.

<http://www.thetransitwire.com/2013/04/10/mta-readies-interactive-kiosks-to-provide-customer-information/>

Kiosks can be designed to offer kid-friendly interactive and interpretive Living Streets messaging and more information-heavy adult displays. Children's kiosks will offer hands-on displays that demonstrate how walkers, joggers, dog-walkers, bicyclists and cars can more easily get from Point A to B with multi-modal street design. The benefit of rain gardens can be demonstrated in kid-

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friendly language and displays. While their children explore nearby kiosks, adults can benefit from more information-laden kiosks that describe the environmental, financial, and multi-modal benefits of installing rain gardens, narrowing streets, and incorporating sidewalks and bike lanes into public roadways.

Both types of kiosks will include a series of recorded messages describing the benefits and reasoning for each proposed street change, in accordance with the Living Streets Plan. Messages will be triggered by on-screen buttons and may include a short video to acquaint viewers with the specifics of the design facets proposed. (Ex. Benefits of green bump-outs on curbs for motorists, pedestrians and improved water quality).

#### *Non-Technical*

Non-Technical provisions will include flyers, handouts, mailings,

boards, newspaper and local television, comment cards, and surveys. Initial messages that provide an overview of the proposed Living Streets project will be communicated through flyers and mailings that are posted around town, and if possible, delivered door-to-door to encourage community support. Meeting and event dates, times, and agendas will be posted in the local newspaper, as well as communicated through the local television channel. Meeting and event information could also be included on the local business, civic groups, and church bulletins. Handouts with basic information on the project, how to find out more information, and to voice opinions will be handed out at local community events, including the North Saint Paul Car Show and the National Night Out.

Display boards containing Living Streets concept plans and specific North Saint Paul implementation goals will be set up at community centers, libraries, and at the planning office. They can also be set up at public events and organized meetings to provide a visual conversation starter.

To involve younger populations, flyers with similar information can be posted at schools, along the downtown corridor and in parks.

For older populations who may not be as inclined to use the Internet for information, meeting minutes and community feedback can be printed in community bulletins and newspapers.

Comment cards and surveys can be passed out at meetings and at community events. Both can be used to collect input and monitor the success or failure of both the education and the implementation

process. It will be crucial to continuously monitor feedback to guide future implementation and maintain community support, as this project will be implemented on a neighborhood-by-neighborhood basis over a certain period of time.

Design Workshops will be used to give residents a feel for what to expect from a Living Streets neighborhood as well as provide a forum for incorporating community ideas and values. The designs created in the workshops will be posted online for other residents discuss.

Final Deliverables
Develop and Guide a Technical Advisory Group
Design and Facilitate Meetings, Workshops, Open Houses, and Community Booths
Website, Facebook, Twitter, YouTube, Pinterest, and all other Internet Tools
Brochures
Surveys
Initiate and Coordinate Pop-Up Living Streets Events
Design Mailings
Record of Public Feedback and Incorporation into Final Plan
Reviewed Strategies for each Neighborhood
Final Participation Review Plan and Final Recommendations

## Interim and Final Work Products

This participation plan will create many resources that planning staff and citizens can use. It will also help local government and nonprofit agencies develop tools that can be used for future projects. To create a strong Living Streets

program all the stakeholders will need to be highly involved with engaging resident support and participation. Living Streets will provide many forums to encourage and allow communication for residents and any people looking to be involved. Living Streets will also develop deliverables to help reach out to citizens to promote

the meetings and activities. Many of the final deliverables should be updated as the process continues and be made available to the public.

## Monitoring and Evaluation

Monitoring will occur throughout the process to convey process-wide

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themes of communication, accountability and transparency. At least two members of the Technical Advisory Group will be

present at meetings to help facilitate and to take notes, which will be transcribed to various platforms, including in print through community bulletins and newspapers, and over the internet through various social media platforms (Twitter, Facebook, etc.). Comments received at meetings and online should be considered in the formulation of site plans as part of an ongoing effort to improve current and future project designs.

Further monitoring will occur in Phase III with the introduction of a survey on participation. Surveys will be available at events, meetings, online and in mailings. It is important to reach a wide range of participants in order to guide participation techniques and outreach in upcoming

neighborhood-level Living Streets planning and participation processes.

Evaluation will consider the outcomes of the participation processes, including the Phase III survey to identify what participation processes worked well and suggest participation improvements to be implemented in other neighborhood participation processes. By evaluating the process thus far, and monitoring the ongoing process, the planning team can anticipate future concerns that may be isolated to a particular neighborhood and propose possible solutions to dealing with unique concerns before they arise.

The Phase III survey will be used to identify whether or not targeted populations were reached, and to what extent differing populations were involved. Impacts of

educational outreach and public buy-in can be

assessed through the Phase III survey regarding participants' interests before and after their involvement with the

project and the extent of topic-specific knowledge acquired through involvement in the participation process.

A debriefing session should be conducted with members of the TAG during Phase III following the results of the participation survey or after Phase IV, depending on the group's availability. Results of the survey and perceptions on the successes or shortfalls of the participation process should be discussed at length in order to provide suggestions for future participation process improvements.

## Conclusion

North Saint Paul is a small community that intends to keep its small town feel. The city has the opportunity to create

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accessible, healthy, and environmentally functional streets by and for the people of the community. Implementing Living Streets in North

- Creating buy-in from residents
- Education
- Meeting area needs

Saint Paul will help promote the vision and goals for creating a stronger community. This plan lays out a wide range of opportunities and activities the city and other stakeholders will need to use to educate and promote Living Streets. This community engagement program will strive to engage a broad and representative group of the population through targeted and inclusive strategies. This participation plan addresses all of the key issues that are necessary for North Saint Paul to be able to implement Living Streets:

- Marketing Living Streets within the City of North Saint Paul
- Gathering Feedback from the local community

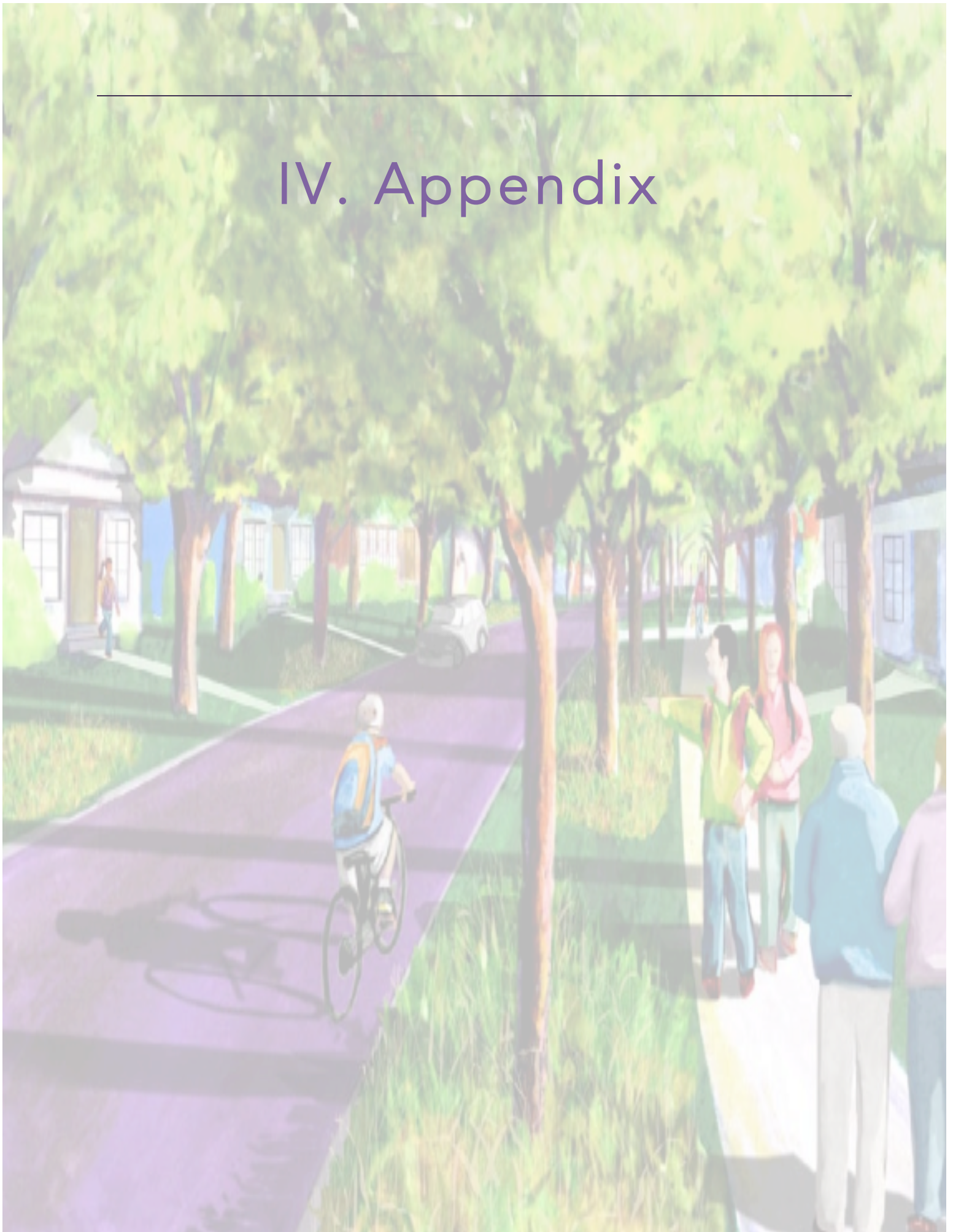
- Introducing multimodal and sustainable community design

By addressing these issues through participation processes, North Saint Paul will gain better-informed, engaged residents with a stronger sense of community identity and pride. Continued involvement of residents, community groups and other stakeholders will best ensure successful Living Streets implementation throughout the length of the process, promising cleaner drinking water, reduced roadway construction costs, and multimodal neighborhoods.



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## IV. Appendix



## Living Streets Work Plan Timetable

[illegible]

## Living Streets Workflow Chart

	<b>Phase 1:</b> Education and Awareness—City Wide (March–November)	<b>Phase 2:</b> Design – Neighborhood Specific (November – March)	<b>Phase 3:</b> Consensus Building—Neighborhood Specific (March – May)	<b>Phase 4:</b> Construction and Implementation (May–November)
Planning Activities	<ul style="list-style-type: none"> <li>• Identification of Neighborhood for Construction</li> <li>• EIS</li> <li>• Preliminary Design Concepts</li> <li>• Order Feasibility Report</li> <li>• Set Public Hearing</li> <li>• Assessment Hearing</li> </ul>	<ul style="list-style-type: none"> <li>• Host Public Hearing</li> <li>• Order Project</li> <li>• Approve Plans</li> <li>• Open Bids</li> <li>• Award Contract for Construction</li> <li>• Preliminary Engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidate Comments/ Feedback and integrate into final design</li> <li>• Send response to comments/ questions/ concerns every two weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Substantial Completion of Construction</li> <li>• Final Assessment Hearing</li> </ul>
Participation Activity	<ul style="list-style-type: none"> <li>• Creation of Advisory Board</li> <li>• Website and Social Media Campaigns</li> <li>• Develop Basic Materials for Outreach (Flyers/ handouts/ Mailings/Boards)</li> <li>• Pop- Up Open Streets</li> <li>• Initial Public Meetings and Open Houses</li> <li>• Survey of Design Preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive Community Event Booths</li> <li>• Promote Website and Social Media</li> <li>• Design Workshops</li> <li>• Postcard Mailings</li> <li>• Neighborhood Open House</li> </ul>	<ul style="list-style-type: none"> <li>• Survey of Participation Process</li> <li>• Neighborhood Open Houses</li> <li>• Promotion of Website and Social Media</li> <li>• Comment Cards</li> <li>• Feedback to questions/ comments/ concerns</li> </ul>	<ul style="list-style-type: none"> <li>• Continued General Outreach</li> <li>• Gather Comments and Feedback</li> <li>• Renewed Education / Awareness Campaign</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>• Website and Social Media</li> <li>• Brochures</li> <li>• Booths</li> <li>• Survey</li> <li>• Pop Up Street Events</li> <li>• Facilitation of City-Wide Open Houses</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive Community Booths</li> <li>• Social Media Campaign</li> <li>• Facilitation of Design Workshop</li> <li>• Mailings</li> <li>• Facilitation of Neighborhood Open House</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitation of Neighborhood Open Houses</li> <li>• Public Feedback Compilation Report</li> </ul>	<ul style="list-style-type: none"> <li>• Revise / Review Strategy for Effectiveness</li> <li>• Continuation of Monitoring</li> </ul>
Who is Involved?	<ul style="list-style-type: none"> <li>• Technical Advisory Group</li> <li>• Consultants</li> <li>• General Public</li> </ul>	<ul style="list-style-type: none"> <li>• Technical Advisory Group</li> <li>• Consultants</li> <li>• Neighborhood Landowners, Residents, Groups, Businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Technical Advisory Group</li> <li>• Consultants</li> <li>• Neighborhood Landowners, Residents, Groups, Businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Technical Advisory Group</li> <li>• Construction Contractor</li> <li>• Consultants</li> <li>• General Public</li> </ul>